Multidisciplinary Graphic Artist

Kevin Rooke

PORTFOLIO

MMXXIII

Rich Media · Branding · 3D · Illustration · Web · Motion · Photography · Video







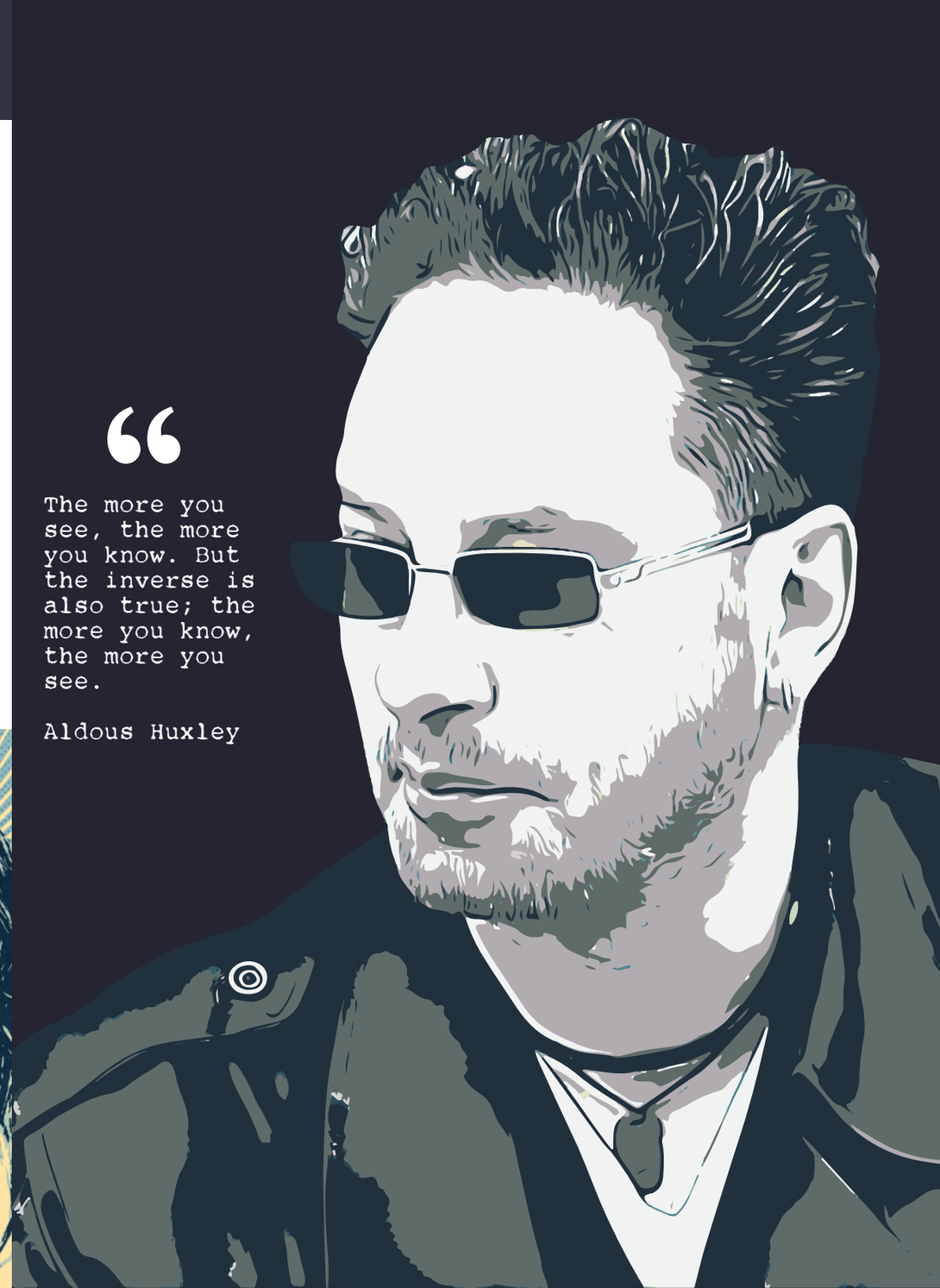




“

The more you see, the more you know. But the inverse is also true; the more you know, the more you see.

Aldous Huxley



About.

Kevin M. Rooke C.
Publicist · Graphic Designer
Web Developer · 2D/3D Illustrator
Music Composer · Producer

MY PROFILE

I am a Communication Sciences graduate with an emphasis in publicity and marketing.

I currently serve in the production of traditional and online advertising ads and creatives: display, print, broadcast, outdoor & transit, web and social media advertising. I consider myself as being a comprehensive, multi-disciplinary communicator, visual and digital artist focusing on the core elements of content production and marketing: *information, context, medium and form.*

My comfort zones are the front-end development of electronic publications for the www and devices, creatives for online content marketing campaigns, interactive multimedia development, motion, video production and edition, 3D modeling, photography, and Rich/Mix Media.



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Index.

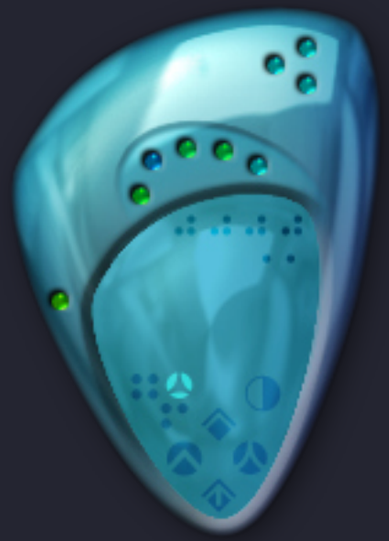
Multimedia
3D Design
Digital Publishing
Print & Publishing
Web Design
Social Media & Email
Illustration
Mixed Media
AI Generated Artwork

Addendum: A Cornucopia Of Logos
Addendum: Video Editing

Adobe Photoshop.
FaceEdit 2.0.
Panic Audion Core.

Multimedia.

MULTIMEDIA / RICH MEDIA



Alienated II



Chroma X



Alienated I

A new millenium has just started and themeable software is the trend. It allowed for unconventional GUI design while giving Carte Blanche to digital artists to explore new directions for UI design. On the Mac platform, Panic Software's Audion, one of the earliests MP3 players for desktop and laptop Apple computers was a fine example. Thanks to its semi-open architecture, artists could create all sorts of "faces", load them into the App and give it a complete brand new look and feel, while conserving all of its powerful core functionality. Around 2003-2004 I created and published 3 Audio Faces, following a laborious aesthetic of highly techno-looking "alienesque" devices.

Adobe Photoshop.
Adobe Flash.
ActionScript 2.0

MUTIMEDIA / RICH MEDIA



Interactive Portfolio /Splash Screen



Interactive Portfolio / Gallery



Interactive Portfolio / Slide Show

Interactive multimedia is gaining tract at a rapid pace, and the most popular way to deliver multimedia content is the Hybrid CD-ROM, followed closely by the web browser, despite Broad Band was still in its infancy by the first half of the first decade of the XXI century. There were CD´s of all sizes, and the pocket-sized “mini” CD-RW disc became a practical and innovative solution thanks to its small size, which could fit in the palm of your hand with room to spare. It was around this time that I developed a series of interactive multimedia solutions both for companies and individuals, which could run independent of computing platform, as long as they had CD-trays, which most had. I branded them IDCards © as in “Identity Cards”, seeking to replace the centuries-old business card with a state-of-the-art interactive “business card” which could be used as corporate, product and service presentations, as well as a showcase for professionals working in different fields.

MULTIMEDIA / RICH MEDIA

Adobe Photoshop
Adobe Flash
ActionScript 2.0



This 5 volume Interactive Multimedia series presented in hybrid CD-ROM format was commissioned around 2004 to be presented at the 17th Feria Internacional del Libro de Bogotá (Bogotá International Book Fair 2004) as a first-of-its-kind product for children that consisted of narrated animated short stories, games, songs and pedagogical activities. Aimed at children between 8 and 9 years of age, the graphical interface of each volume was intended to capture the attention and interest of youngsters, as well as fully engage them into a rich and entertaining multimedia experience.



Adobe Photoshop
Adobe Flash
ActionScript 2.0

MULTIMEDIA / RICH MEDIA



Cuentos Para Dormir y Soñar
CD-ROM Volume III - Interface
Animated Story



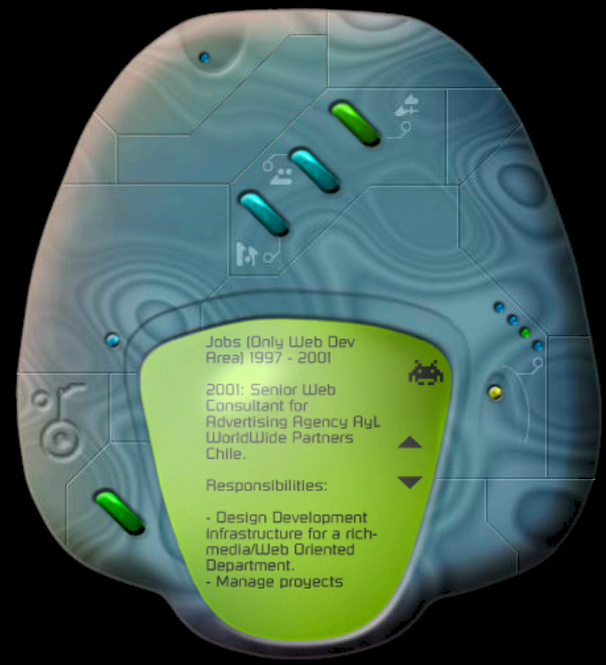
Cuentos Para Dormir y Soñar
CD-ROM Volume V - Interface
Interactive Game

Adobe Photoshop.
Adobe Flash.
ActionScript 2.0.

MULTIMEDIA / RICH MEDIA









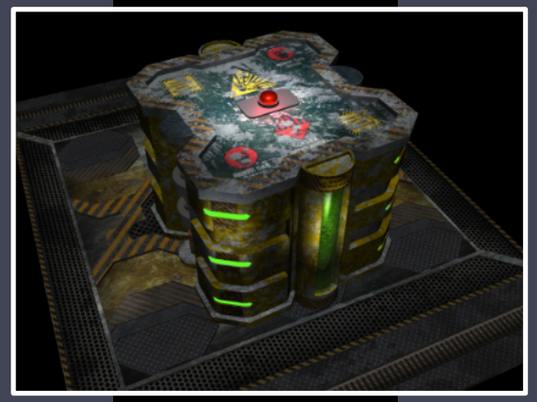
As seen in the examples provided in previous pages, the uses that could be given to rich, interactive multimedia content delivered in physical media was limitless. From corporate presentations, to talent portfolios, product showcases, educational content, entertainment and even personalized CVs, the pre-broad band era was dominated by the CD-Rom and the CD tray. Today the venerable CD has fallen out of use; computers no longer come with CD trays and other devices that feed information using other means of interactivity are now readily available to the consumer.



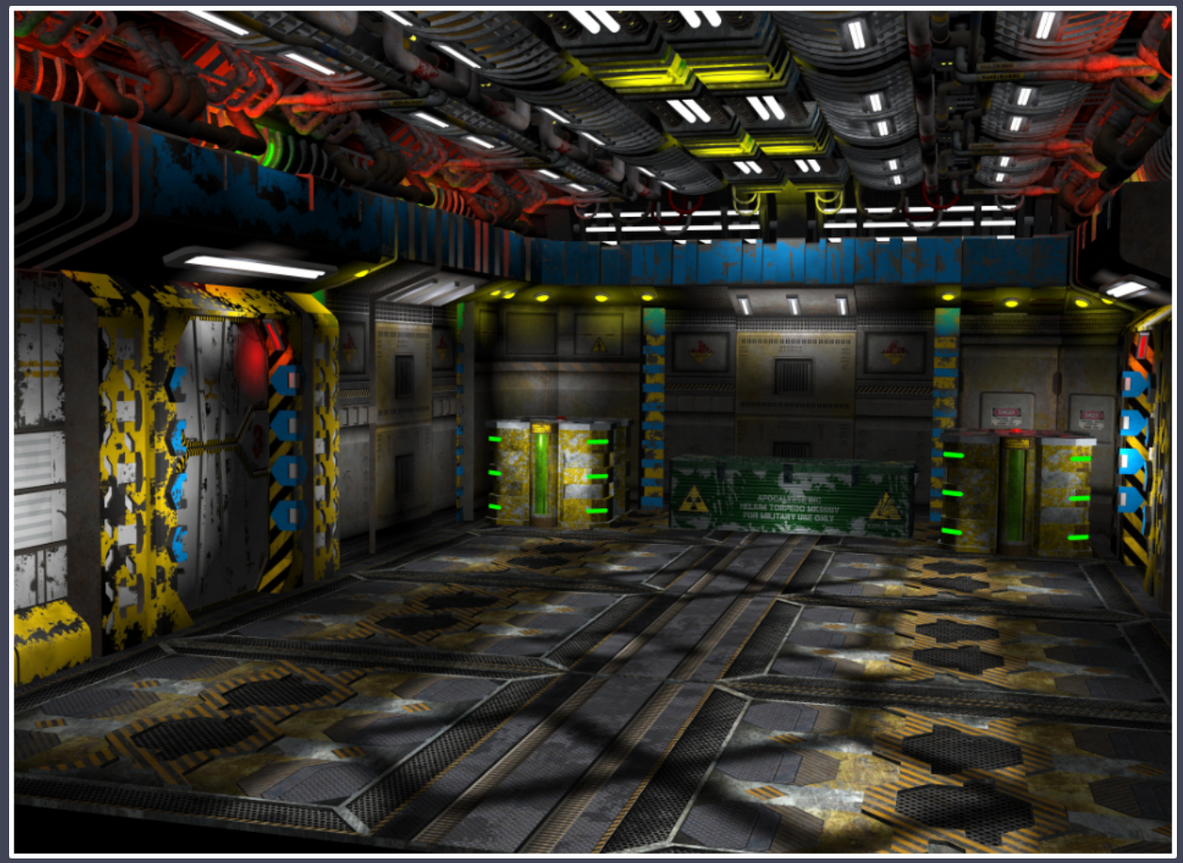
Wings 3D
Bryce Pro
Adobe Photoshop

3D MODELING











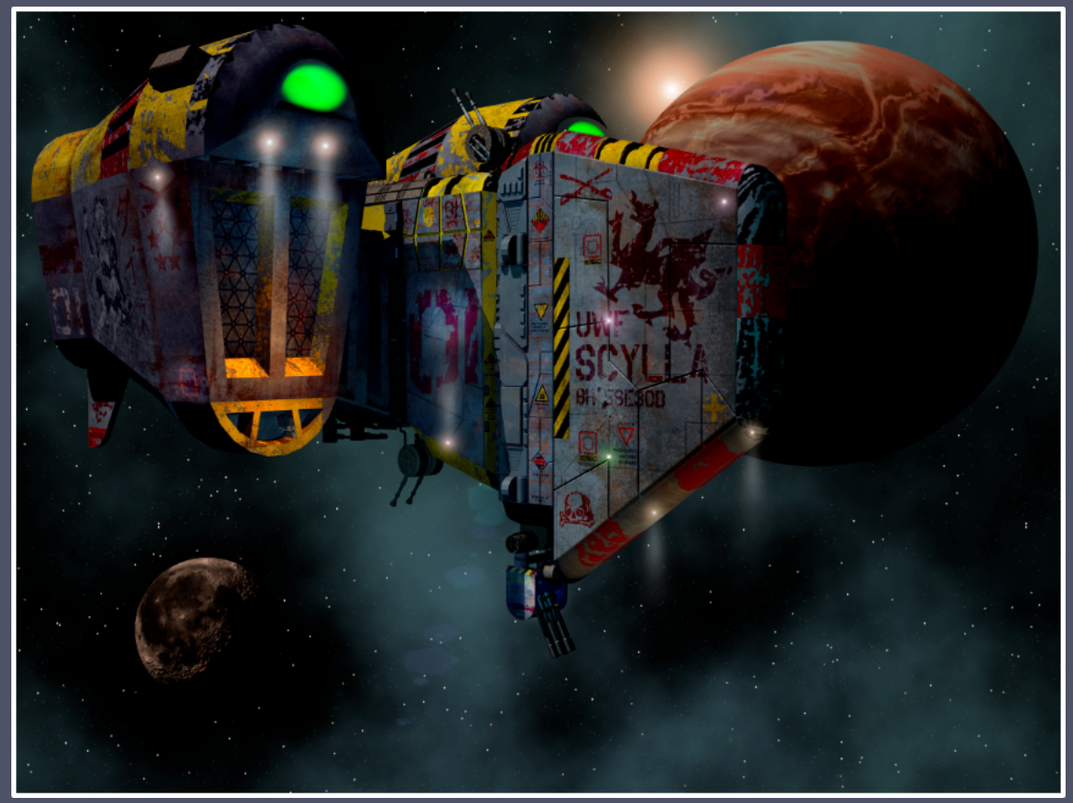




Being a long-time fan of science fiction, my explorations into learning and mastering 3D modeling followed a rather more artistic than a commercial motivation. While the learning curve was quite steep, no amount of frustration dissuaded me into achieving my goals. As a consequence of my persistence, I found that imagining and creating sci-fi themed indoors and outdoors scenes, worlds, space ships and landscapes was both immensely rewarding and fulfilling. It wasn't long until I began to feel comfortable creating mostly architectural 3D elements and spacecraft of various types and shapes, as well as the backdrops to pose my renders. The examples herein show a sci-fi interior of an old military vessel that has seen many years of service, which was made possible by creating individual modules and posing them next to each other in an attempt to construct the overall scene.

Wings 3D
Bryce Pro
Adobe Photoshop

3D MODELING





Meet UWF's (*United Worlds Federation)* venerable Sedna Class **Destroyer Scylla**, registration # BH58E30B photographed in the vicinity of planet Napaeae and its tiny moonThais . Commissioned into service almost 40 years ago, she has seen glorious days as an instrument for peace as well as a fearful war machine. Deployed to the outer rim of the Solar System as part of the Kuiper Belt's VI Defense fleet, "The Ugly Dragon" as she was affectionately known, mounted a stiff and courageous orbital defense of the mining colonies established on the dwarf planets ***Eris*** and ***Haumea*** against seditious factions and lawless militias bent on disrupting the flow of vital mineral ore into the colonies of the inner Solar System.

However, her greatest achievement to date was the discovery of a derelict alien vessel of hitherto unknown origin orbiting tiny ***Sedna***, where the ruins of a makeshift settlement of an alien race was subsequently found. This momentous discovery not only confirmed the existence of intelligent life elsewhere in our galaxy, but also spurred an ambitious program to search for and contact this mysterious race of space travelers, today having been identified as the elusive **Sekthnakhte**.

Soon to be retired from service, battle-worn ***Scylla's*** crew has reported over the years the prescence of spectral figures in its Hangar # 13, where an unfortunate tragedy claimed the lives of 57 refugees who were being transported out of the conflict zone during the ***Battle of Arrokoth*** (2014 MU69) in 2,176. The admiralty has mockingly dismissed these wild claims, dubbing them as "*superstitious nonsense*", arguing that the evidence, if any, has been expertly doctored by some rogue Graphic Designer.

Wings 3D
Bryce Pro
Adobe Photoshop

3D MODELING

The Sekthnakhte - A Brief History



"Alena Iram Angelus Nocte" is the heading given to this 12th Century manuscript written and illustrated on vellum by a Rumanian Orthodox Monk belonging to an obscure and ancient order known as " ***Ordo Senorium***" or "*The Order of The Elders*".

The complete tome, titled "***mysteria et revelationes caelorum"*** was jealously guarded for centuries by the friars in a monastery deeply entrenched in the Carpathians, and it tells the purported story of the interactions between "*angels of the night*" and commonfolk that, reportedly, had been visiting the region since time immemorial.

Regarded as mere fantasy by academics and scholars alike, today we know these visitors were none other than the mysterious space farers known as the ***Sekthnakhte***, with whom humanity came into first *official* contact following the discovery of an alien derelict space vessel in the outer rim of the Solar System in the year 2,184 CE.



Other more puzzling discoveries following the cryptic revelations of the ancient manuscript appeared to confirm that these beings were not just the product of the wild delusions of recluse eunuch monks.

A close examination of 15th Century prolific Dutch painter Hyeronimous Bosch's paintings - celebrated for his hallucinatory frescoes - and of who is said to have foreshadowed Surrealism by five centuries, revealed that his many depictions of utterly bizarre and strange beings riding on flying vehicles that *resembled marine creatures* may hold some *actual* truth to them.

It is now known that the bizarre and fantastic vistas painted by Bosch were partly inspired by the lengthy conversations the painter held with one frier Mihai Cojocaru, member of the esoteric *Ordo Senorium*, who confided he had been visited by "*very dark angels*" and taken him into "*other realms of matter and existence*" which he described in detail to the baffled artist, as attested in a partial diary only recently discovered.

The Sekthnakhte - Present Day



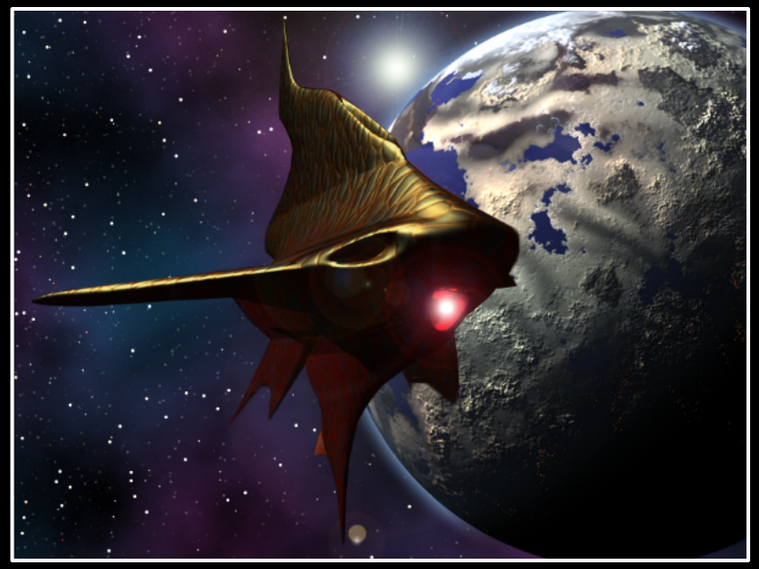
The first official visit of the Sekthnakhte to our planet in the year 2,214 CE finally revealed what had been suspected for so long; this alien race of explorers had been coming to our planet since the Neolithic period. Bosch wasn't too far off when he translated into his work Cojocaru's anecdotes. Above we can see their fish-like vessels carrying members of the first diplomatic mission to a heavily polluted Earth. Below, a desert-like landscape of the Sekthakhte Home World *Nysa* as provided in PNG format by the Proconsul.

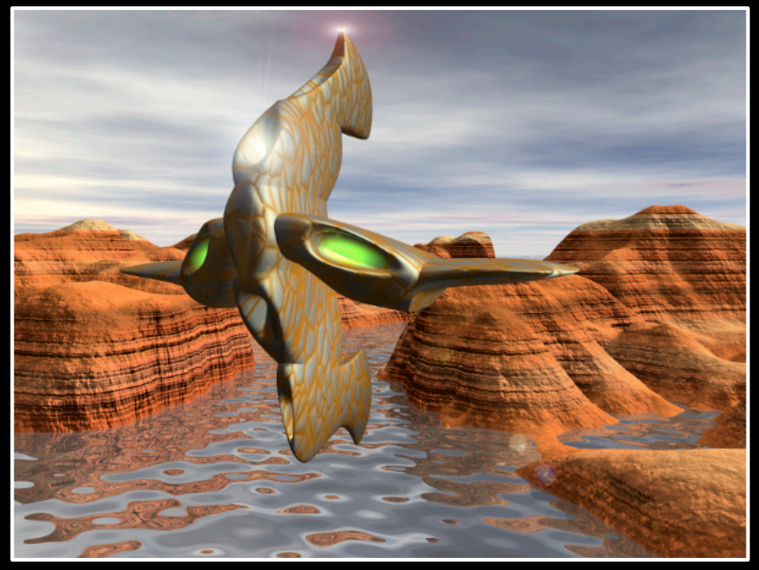


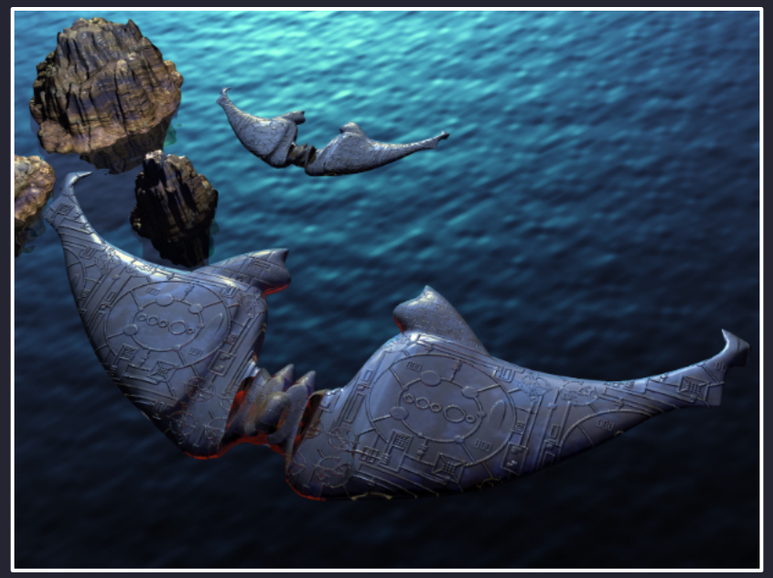
Wings 3D
Bryce Pro
Adobe Photoshop

3D MODELING

A Study In Alienesque Vessels







Many are the worlds that conform the stellar neighbourhood of the mysterious Sekthnakhte in our galaxy.

From left to right, top: The Ibis-Class Battle Cruiser "***Ashotep***" orbiting their home planet ***Nysa***.

An Alena Iram intrceptor and his wingman skeeming the waters of ***Khnuhm.*** Another Alena Iram Interceptor conducting advanced flight tests over the barren planet ***Hekate***.

Bottom, from left to right:

A Neith-class frigate on patrol above the flooded canyons of ***Liithya***. An Alena Iram Interceptor is caught in the disquieting twilight of ***Amanuet's*** polar region.

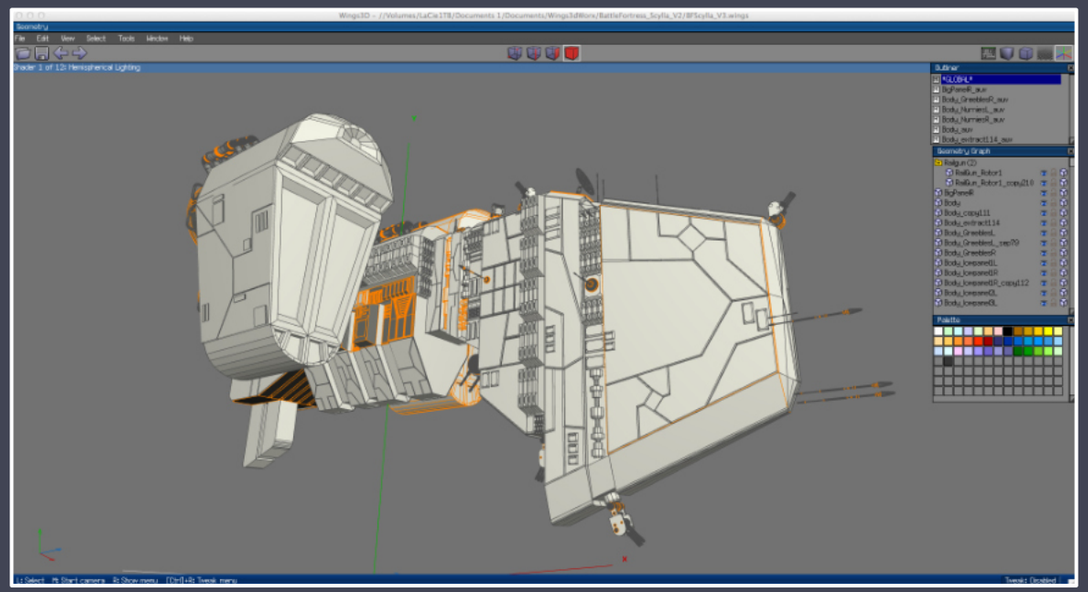


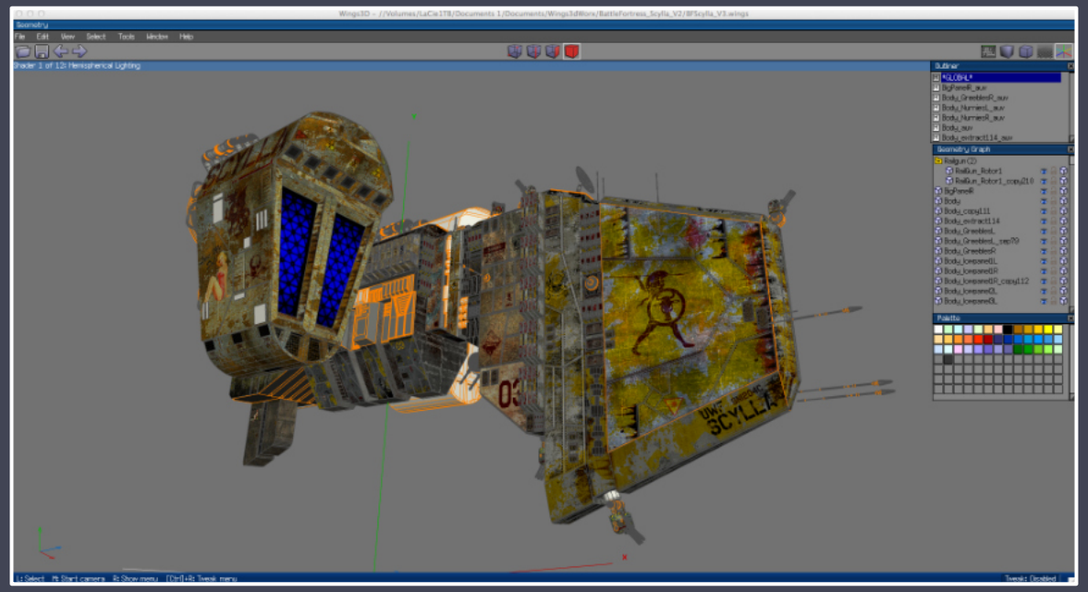


Wings 3D
Bryce Pro 7
Adobe Photoshop

3D MODELING

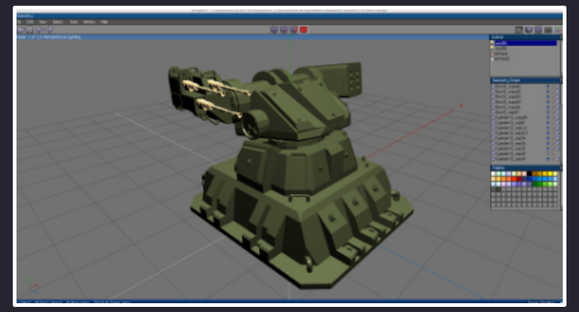
A Study In Futuristic Spaceships







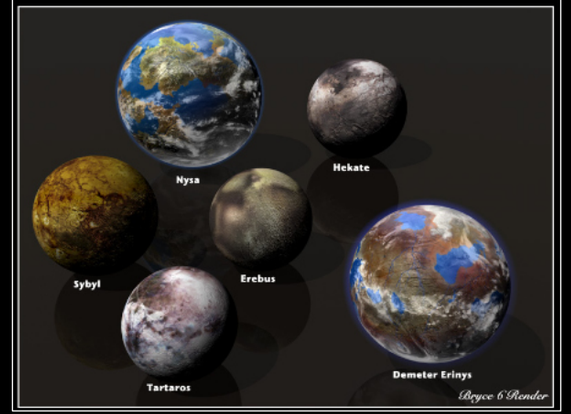
A study in futuristic weapon platforms.

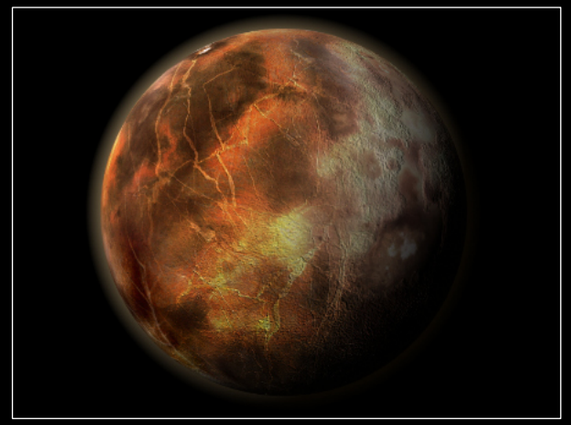




A Study In Rocky Planets





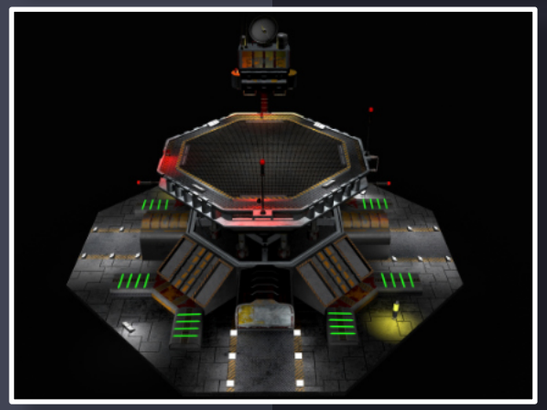


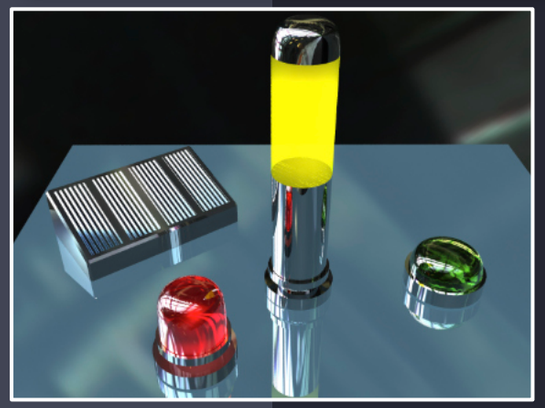
Wings 3D
Bryce Pro 7
Adobe Photoshop

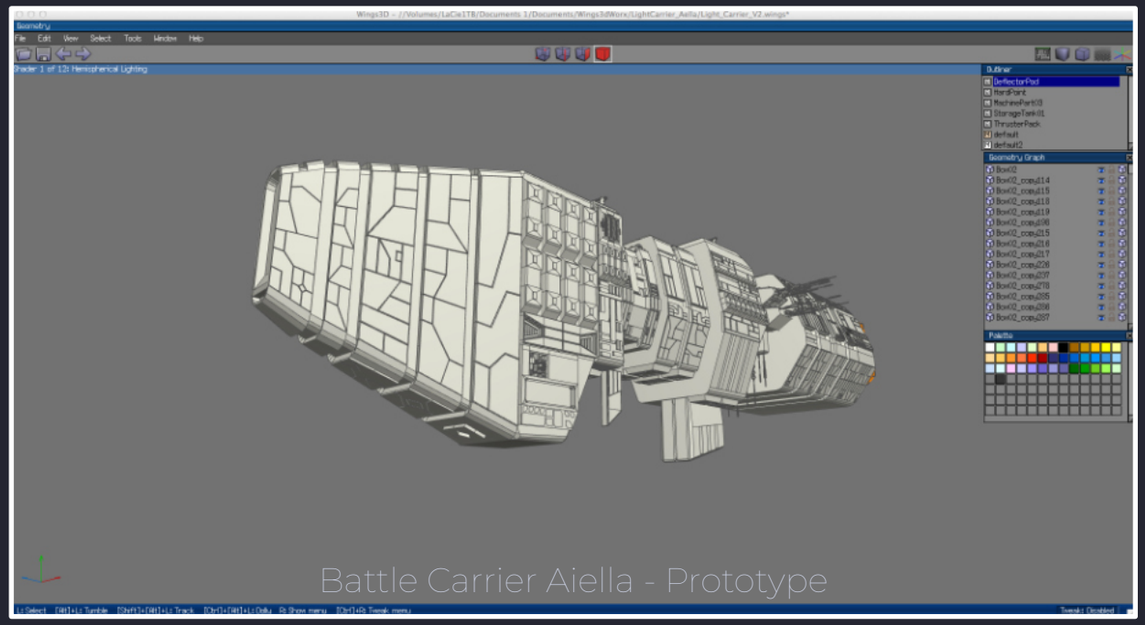
3D MODELING

Futuristic Landing Pad

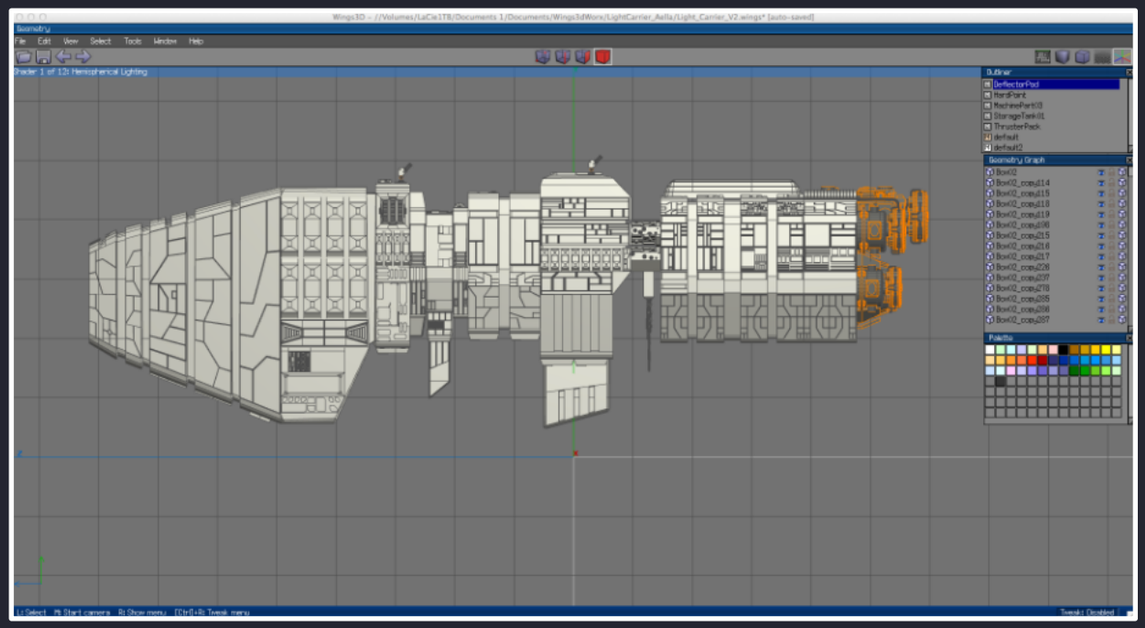


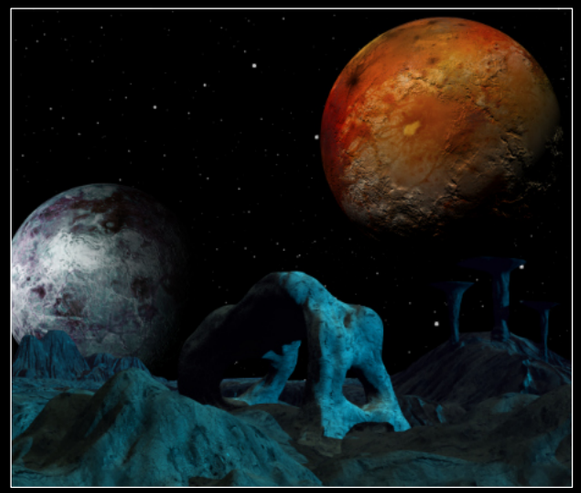






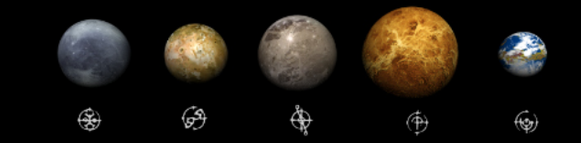
Battle Carrier Aiella - Prototype





Above, a clear winter's night in the Sekthakhte race's Home World *Nysa* reveal the moons ***Sheol*** and its sister, ***Atalos,*** **as seen from the cold and desertic northernmost polar region.**

Below, an early prototype of the venerable Alena Iram interceptor with its signature solar system markings on its wings and the corresponding system worlds were the squadrons were deployed.





Adobe Photoshop

DIGITAL PUBLISHING

Coctel Lounge - Fin De La Infancia.
CD Album Cover Art.
Proposal A - Print/Digital.
2013.





Adobe Photoshop

DIGITAL PUBLISHING

Coctel Lounge - Fin De La Infancia.
CD Album Cover Art.
Proposal B - Print/Digital.
2013.





Adobe Photoshop

DIGITAL PUBLISHING

Coctel Lounge - Fin De La Infancia.
CD Album Cover Art.
Proposal C - Print/Digital
Winner.
2013.





Adobe Photoshop

DIGITAL PUBLISHING



Coctel Lounge - Fin De La Infancia.
CD Album Cover Art.
Front Cover - Print/Digital.
2013 LP Edition Final Art.



Coctel Lounge - Fin De La Infancia.
CD Album Cover Art.
Front Cover - Print/Digital.
2013 LP Edition Final Art.



Adobe Photoshop

DIGITAL PUBLISHING





Coctel Lounge - Fin De La Infancia.
10th Year Anniversary Deluxe Edition.
Digital - 2023.

Adobe Photoshop

DIGITAL PUBLISHING

Coctel Lounge - Jardín Secreto.
Single 2013 / 2023.
Electronic Cover Art.





Adobe Photoshop

DIGITAL PUBLISHING

Coctel Lounge - Into You.
Single 2018.
Electronic Cover Art.



Into You



DIGITAL PUBLISHING

Coctel Lounge - Celine's Lullaby.
Single 2018. (Pending Release).
Electronic Cover Art.



Celine's Lullaby



Adobe Photoshop

DIGITAL PUBLISHING



Coctel Lounge - Eau De Parfum
Single Release 2018 - Cover Art.



Coctel Lounge - Vals En París.
Single 2018 - (Pending Release).
Cover Art.



Coctel Lounge - Paula En Una Postal
Single Release 2018 - Cover Art.



Coctel Lounge - El Efecto Lunar
Single Release 2018 - Cover Art.



Coctel Lounge - Máquina De Volar
Single Release 2023 - Cover Art.

DIGITAL PUBLISHING





Coctel Lounge - La Edad De La Razón - Acto I
EP Digital Cover Art.
2023

Coctel Lounge - New Logo 2018

COCTEL LOUNGE

DIGITAL PUBLISHING











Coctel Lounge - Socal Media Promo Creatives
Silky, Sultry, Jazzy Series
2016 - 2020

DIGITAL PUBLISHING









Coctel Lounge - Socal Media Promo Creatives
Silky, Sultry, Jazzy Series
2016 - 2020

Adobe Photoshop

DIGITAL PUBLISHING



In late 2021 I was approached by a client wanting to record a series of songs of his authorship. Following the succesful production and recording of his album, I even threw in his album's cover art as part of the deal.

It is currently available in all music streaming platforms such as Spotify, Apple Music, Tidal, etc.

Elbardo
Digital Album Cover Art
2021

Adobe Photoshop
Adobe Illustrator
Wings 3D
SketchUp 5

PRINT & PUBLISHING



ANVERSO

DORSO

CARATULA

CITY PARKING S.A.
Company Brochure - External Face
2010

Adobe Photoshop
Adobe Illustrator
Wings 3D
SketchUp 5

PRINT & PUBLISHING



CITY PARKING S.A.
Company Brochure - Internal Face
2010

Adobe Photoshop
Adobe Illustrator
SketchUp 5

PRINT & PUBLISHING



Building from this 3D illustration of a city block that emulates a popular commercial district in Bogotá, Colombia, and designed in CAD conceptual style using SketchUp 5, the client requested a series of likewise themes to be printed in their new product, a Smart Card for their regular parking logistics following their efforts to modernize their infrastructure at the time.

A series of visual solutions were presented where such concepts as ***order, organization, efficiency and serenity*** had to prime and conveyed in the artwork.

The final results are herein displayed in two cards that attempt to follow said guidelines.



Smart Card A : Ref: Plaza.



Smart Card B : Ref: Cinema.

CITY PARKING S.A.
Smart Card Conceptual Art
2010

Adobe Photoshop
Adobe Illustrator
SketchUp 5

PRINT & PUBLISHING

Outdoors Advertising has been a constant practice in City Parking's promotional efforts. The company is ever present in both public spaces such as airports and shopping malls, as well as outdoors spaces such as bus stops.









CITY PARKING S.A.
Merchandising & Outdoors Advertising
2010

PRINT & PUBLISHING



PARKING DOGS

Fast food kiosks and stands are an ideal solution to install inside the real estate space of modern, sizeable parking lots, and they are intended to serve particularly late-night customers who leave cinema theaters and other nightlife establishments to grab a quick snack.

This concept was developed by the management of my long-time client **City Parking S.A.** who approached me to develop a simple branding solution, as well as design the kiosk's basic structure, signage and their menu. Besides presenting the conceptual art for the physical kiosk and branding, the task also required taking photographs of the different meals offered by the brand, in addition to the menu design and the overhead menu board for their kiosks.





CITY PARKING S.A. / Parking Dogs
Fast Food Kiosk Conceptual Art Mockup
2007

Adobe Photoshop

PRINT & PUBLISHING



CITY PARKING S.A. / Parking Dogs
Photography
2007

PRINT & PUBLISHING







CITY PARKING S.A. / Parking Dogs
Photography
2007

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

PARKING HUB

In 2021 I was approched by **City Parking S.A.** Colombia to design a logotype for their new parking lot operation in Panamá city.

Borrowing from the same exact color palette as its parent company, a series of designs were presented and the finalist logo design chosen by the management team is therefore shown herein.

Besides using the design in question in all of the company's signage, it was also required to apply it to various merchandising pieces, such as tote bags, mugs, smart cards and lapel pins as shown hereafter.





CITY PARKING S.A. / Parking Hub Panamá
Branding & Merchandising
2021







Adobe Photoshop

PRINT & PUBLISHING







A series of printed postcards were designed and then printed out primarily to give away to mailing list subscribers and Instagram followers between the years of 2014 to 2018.

Coctel Lounge
Branding & Merchandising
2014 - 2018

Adobe Photoshop
Adobe Illustator

PRINT & PUBLISHING

Té Menta

Té & Menta was a tearoom and tea shop catering to a passionate clientele of teas and infusion lovers in the city of Bogotá, Colombia.









Té Y Menta / Tearoom & Tea Shop
Brand Design / Prototyping
2004- 2011

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING



ENGLISH BREAKFAST



EARL GRAY



Expanded line of new products: English Breakfast, Earl Grey Tea, Green Tea and Black Currant.



GREEN TEA



BLACK CURRANT

Té Y Menta / Tearoom & Tea Shop
Brand Design / Final Label Revision
2005- 2011

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING





Packaging examples for the whole line of products

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING



Intended Outdoors Sign



Té Y Menta / Tearoom & Tea Shop
Logo Application / Outdoor Signage Prototype
2005- 2011

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Barceloneta GOURMET



Barceloneta is primarily a fast-food restaurant serving mostly a wide variety of home-made cold and warm gourmet sandwiches made with home baked bread, and is known for its eclectic recipes picked from the world over.





Barceloneta Gourmet
Branding / Crockery / Photography / Stationery
Bogotá, Colombia 2004

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Takeout Box Prototype







Coasters Set Mockup

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

The importance placed on iconography depicting the wheat kernel in the brand's logo and elsewhere is a direct reference to the many varieties of home baked bread offered in their menu, a specialty of the service they provide.

This allows the customer to choose the buns of their preference upon placing their order.





Adobe Photoshop
Adobe Illustrator

EL RANCH

El Ranch Tex-Mex Restaurant was an ambitious ***a la carte*** diner establishment specialized in tex-mex and mexican cuisine. It was founded by a couple of entrepreneurs who, at the time, had recently obtained their degrees as executive chefs.



Located in the exclusive municipality of ***Las Condes*** in Santiago de Chile, it was short lived and, unfortunately, closed within two years of its inauguration in early 2002.





El Ranch Tex-Mex Restaurant
Branding / Crockery / Photography
Santiago de Chile, 2002

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING







El Ranch Tex-Mex Restaurant
Branding / Crockery / Photography
Santiago de Chile, 2002

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Coasters Set



Crockery



Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Kowaku By Ikeda • Tokyo

Kowaku By Ikeda is a popular brand of mid-ticket toiletries and cosmetics founded in Japan in the late 90s by Sachiko Ikeda and is targeted at young adults of both sexes.

The brand offering includes a complete line of men's grooming products called *Andros*, a line of toiletries for young adult women called *Inanna* and a line of cosmetics for teenagers called ***Kiuty.***



According to Greek mythology, Andros was a descendant of God Apollo, a warrior and a hero,, and who was made king of the island today bearing his name.

The root word -Andro comes from Greek andró(s), genitive of anér man. It usually refers to 'man/ male or mascuiline'. For instance, the word ***androgen*** means a male sex hormone (such as testosterone or anabolic steroids) because: Andro/andr : man/male.



Percos Chile Ltda - Kowaku By Ikeda (Tokyo)
Branding / Labeling
Santiago, Chile 2008

androz
indigo•hominem

Adobe Photoshop
Adobe Illustrator

SECTION NAME



Andros is Ikeda's line of bath colognes for men. The line consists of four distinctive and refreshing fragrances catering to men as distinctive as the fragrances themselves. One added benefit is that their formulas contain extracts of skin-care proven ingredients such as Aloe Vera an the exotic root of the Yomogi plant.



AUBURN



BERYL



INDIGO

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

inanna femme

Inanna is the ancient Sumerian goddess of love, beauty, war and fertility. Her Greek equivalent is Aphrodite, and her Roman equivalent is Venus.

Following a rigurous philosophy of branding consistency, the typography chosen for the ***Inanna*** brand had necessarily to bear a close resemblance with its counterpart, ***Andros***, without it being the same.



Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING



Silk is Innana's flagship fragrance marketed for young, adult women and it has a distinctive fragrance derived from the Lily of the Valley flower.

As its name suggests, it is a silky, smooth and feminine floral scent with notes of Gardenia, Sandalwood and Lime.

The task consisted specifically in designing the product's "look and feel" including a distinctive logo for the "silk" word, and the labels that would go with both the carton box and the fragrance's bottle.

SILK



Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Kiuty!

Kiuty (latinized *"cutie"*) is Ikeda's line of cosmetics for teenage girls offered mainly to the Latin American market.





POP giveaway flyer



The *"Blowing kisses in the wind"* heart has become a staple element or *gimmick* used throughout the brand's ads since it replaces a written slogan. It is believed this resonates better with the audience because it is a common gesture in teens of this age group.

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

It is well known teenage girls are fond of decorating their belongings with stickers. Here is showcased a variation of the original logo made into a sticker which is included inside the packaging of every product as a gift.



Glitter lip gloss is arguably Kiuty's most popular product among teenagers. At the time of printing the line was being expanded to include two new flavours.

POP giveaway flyer



Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING



POP giveaway flyer



Kiuty model *per excellence* Karen showcases the popular line of iridiscent, pearlescent, sparkly and glowy pastel-tone eye shadows.

However, the brand's offering of these particular products is quite eclectic and extensive. For instance, it includes a fantasy line of eye shadow color palettes for halloween and similar festive-oriented events.



Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Packaging prototypes for the liquid glitter lip gloss line and the pearlescent pastels eye shadows kits. Notice the consistency of visual elements throughout the brand's printed matter communication.





Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING

Magazine ads were run between the years of 2004 through 2008 and they focused mainly on publications directed to a young femaile audience.

The example shown herein corresponds to the Chilean magazine Wikén (October 2008 Vol. 42 Issue), a very popular publication for teenage girls and young women.

As Social Media became ever more influential, it overtook the brand´s advertising efforts and most ads are now run in social media outlets, blogs and dedicated online fashion and beauty websites.







Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING



Femme Fatale Effects was a brand that I personally developed around the year 2015 to market audio accessories and other items for musicians, centered around effects pedals for electric stringed instruments.

In the beginning the line consisted of a variety of audio and electric cables, couplers, electric stringed instrument accessories, power supplies, tuners and other electronic gadgets, which I imported OEM (as generics) and then re-branded and packaged. For the manufacturing process of the pedals themselves, I reached an agreement with the Chinese company Beijing Biyang to OEM their “Baby Boom” line of guitar effects pedals and have a batch of each model manufactured to my specifications and artwork.

The line consisted initially of 6 effects pedals in the traditional 1590N1 type enclosure.

Concept, names and artwork for each model was consequently developed by myself.



BELLA DONNA DELAY



SEXY SADIE OVERDRIVE



BUSTY BETTY BOOSTER







Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING







The concept behind the artwork was inspired by the famous 4-color posters of the 1960s Pop Art movement, made popular by Roy Lichtenstein and Andy Warhol, among others, which is in itself inspired by the mechanical flaws of the offset printing processes and similar reproduction techniques of the era. Pop art was fueled by imagery stemming from popular culture such as comic books, advertising and even mundane mass-produced objects. It was also fueled by the mass-produced low quality photos printed on cheap newspaper, paintings, drawings and illustrations of female glamour models (known also as *cheescake* photos) that, since the early 40s and even to this day, find widespread appeal as part of popular culture.

Pictures of these glamour models were meant to be "*pinned-up*" on a wall, thus they eventually became known as *pin-ups*.



JADE SERENADE CHORUS



MANIC MANDY DISTORTION



DIVA DIVINE STEREO REVERB



Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING





MANIC MANDY DISTORTION
Packaging Prototype.

Adobe Photoshop
Adobe Illustrator

PRINT & PUBLISHING





BELLA DONNA DELAY

Packaging Prototype.

WEB DESIGN

Down memory lane...

2000 -2010

It's the turn of the century and a new millenium has just started.

These are the days of the early web, where there was a fierce competition to determine who would rule the cyberspace with their products.

These are the days of Microsoft Internet Explorer and Netscape Corporation. The days of Internet Portals such as Yahoo, Starmedia, MySpace, AOL and Geocities.

In the corporate and commercial space - and all over the world - it seems everyone is determined to establish a solid web presence.

E-commerce is on its way to become the powerful sales outlet that it is today.











From Left to Right:



WEB DESIGN

Down memory lane...

2010 -2020

From Left to Right:

· City Parking Web 1.0

· Operation Smile Org.

· Punto Agro.







WEB DESIGN

Down memory lane...

2014 - 2018

Coctel Lounge - Band Website



Adobe Photoshop
Adobe Illustrator
Affinity Publisher

SOCIAL MEDIA

A selection of social media creatives than ran in Instagram between the years 2015-2019 for the now defunct PedalXpress.com web store.













Adobe Photoshop
Adobe Illustrator
Affinity Publisher

SOCIAL MEDIA

Social Media campaigns for Aspekt Agency 2022

Client: Montserrat New York



Polaroids Themed social media campaign to promote their line of sun shades for the Montserrat brand of apparel and accesories.

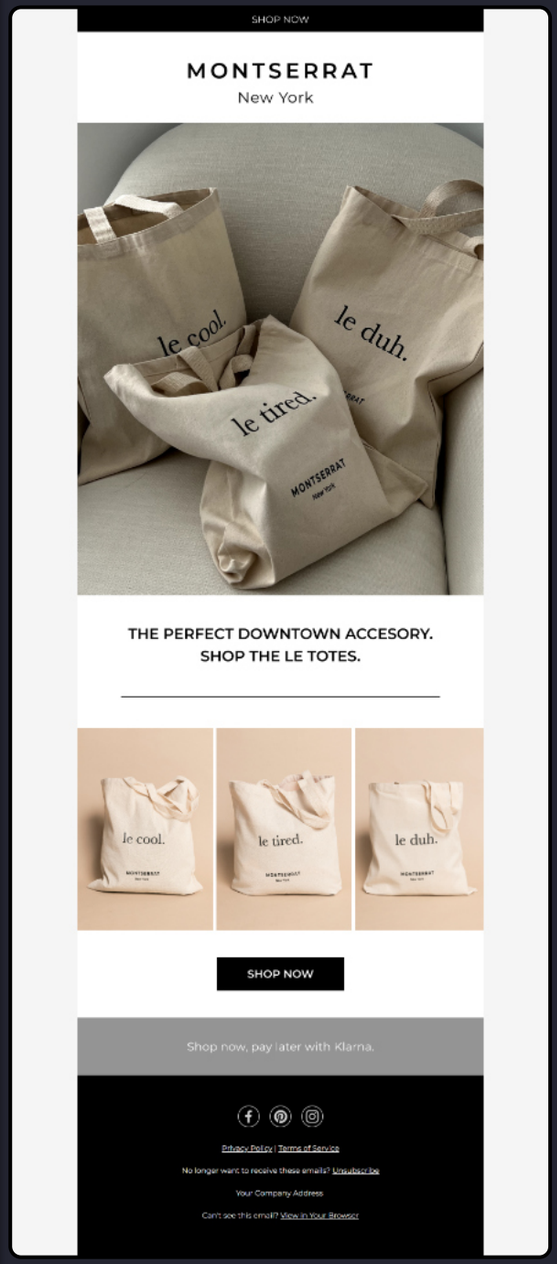


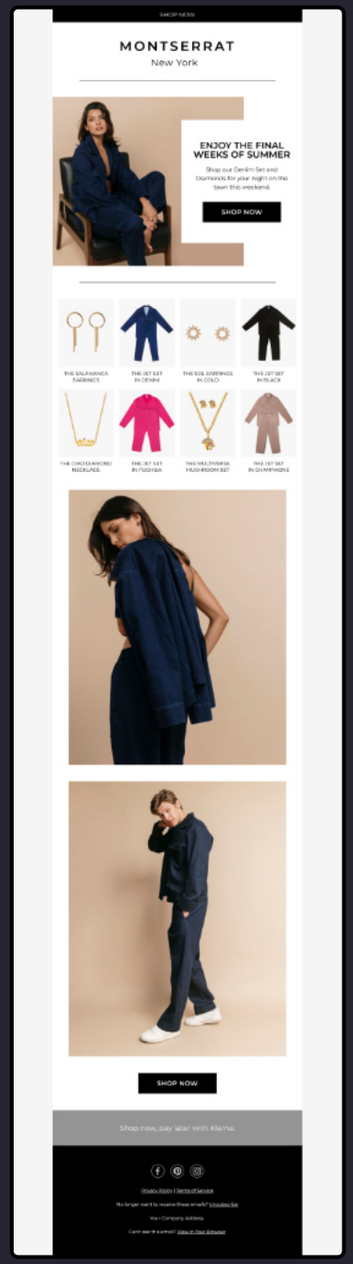
Figma / Canva

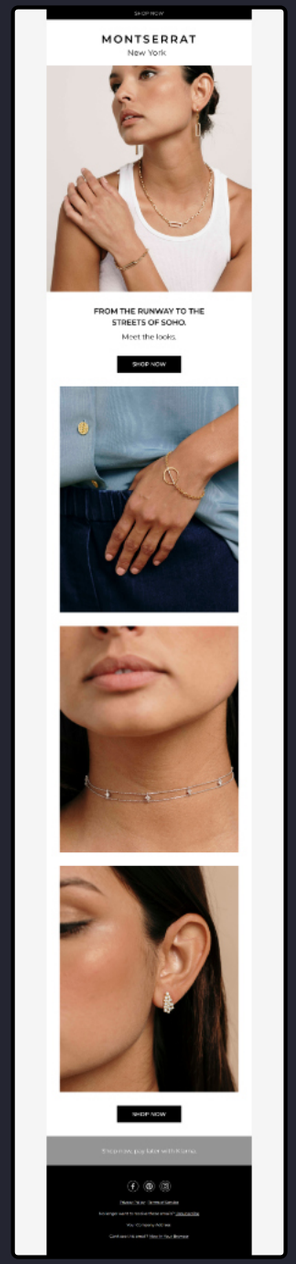
SOCIAL MEDIA

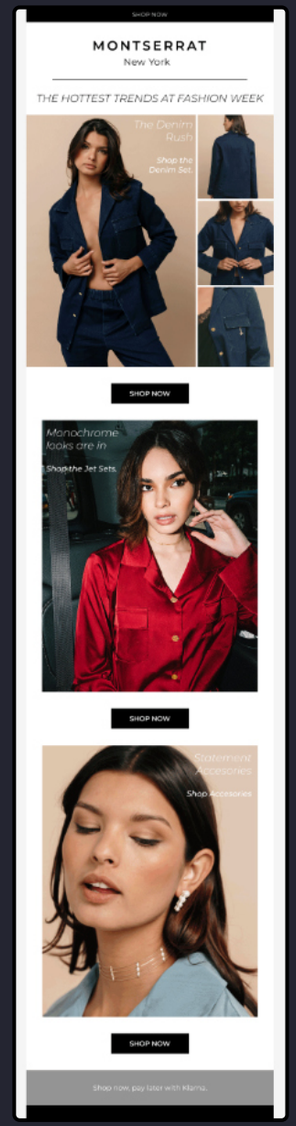
E-mail marketing campaigns for Aspekt Agency 2022

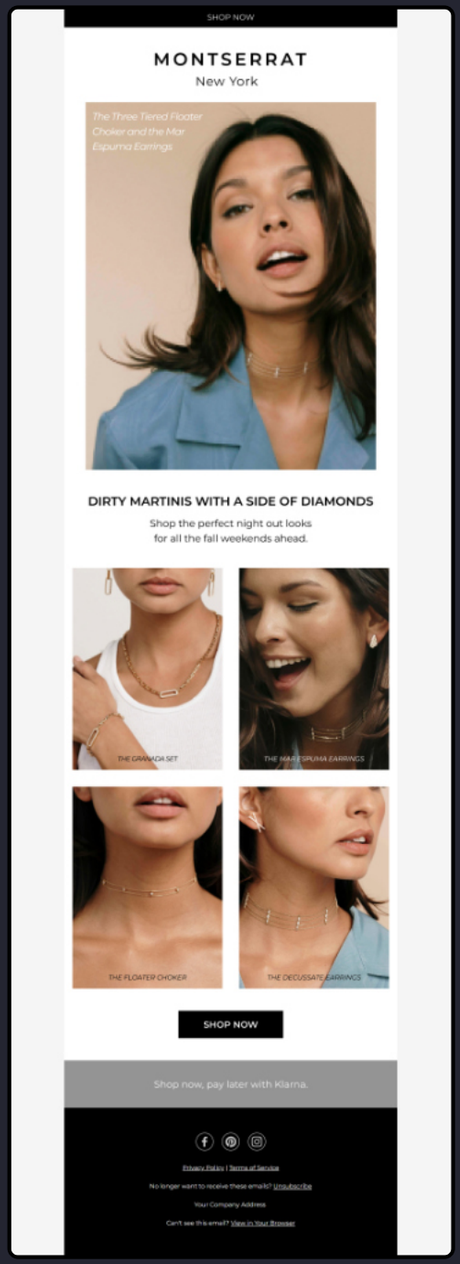
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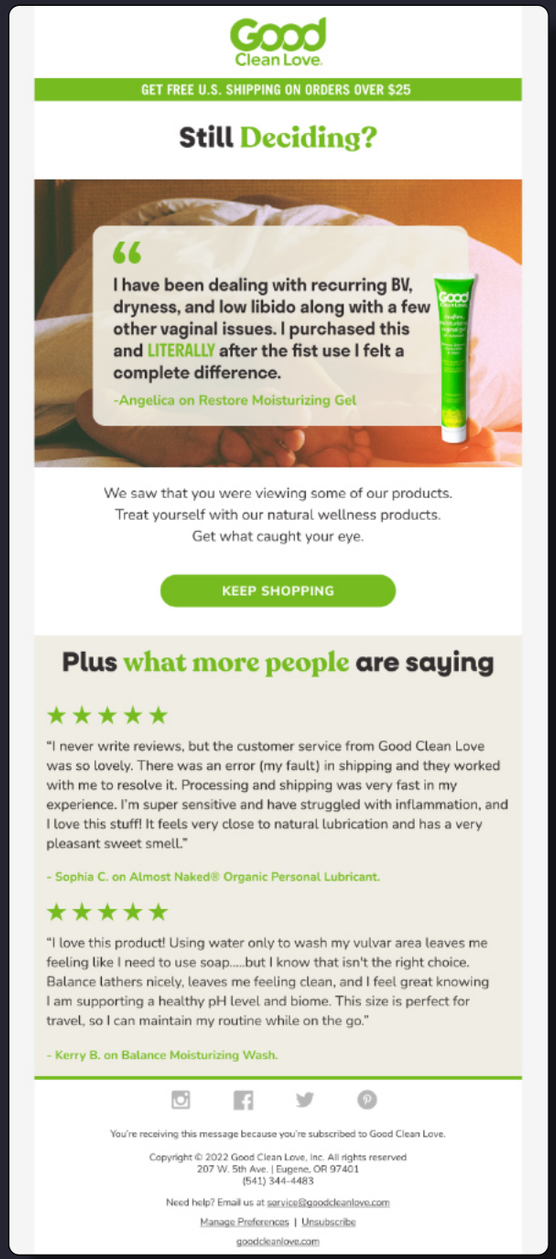


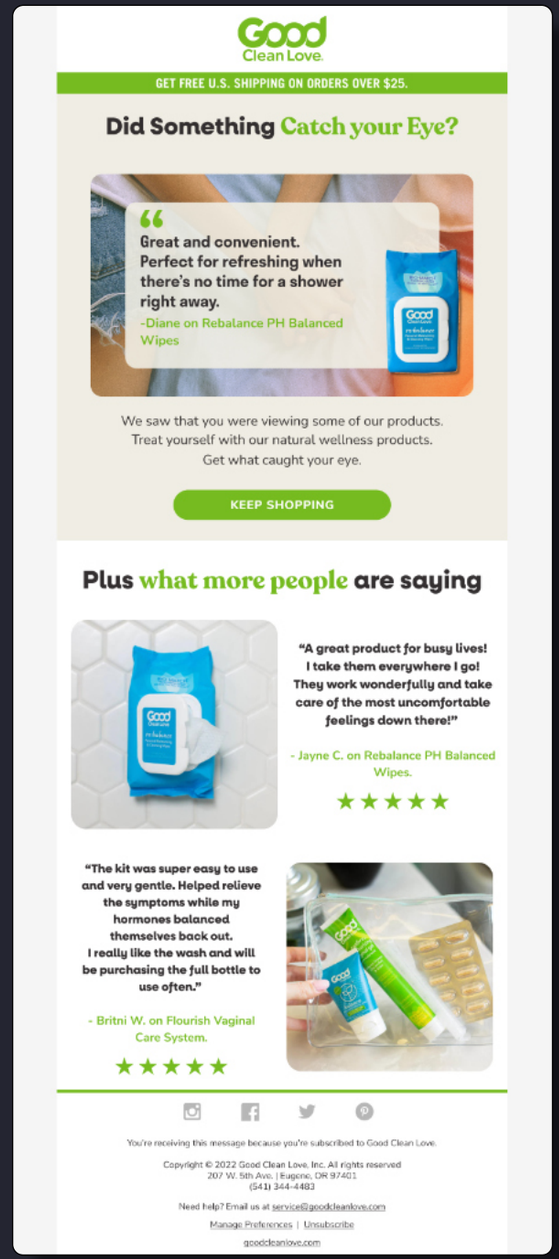
Figma / Canva

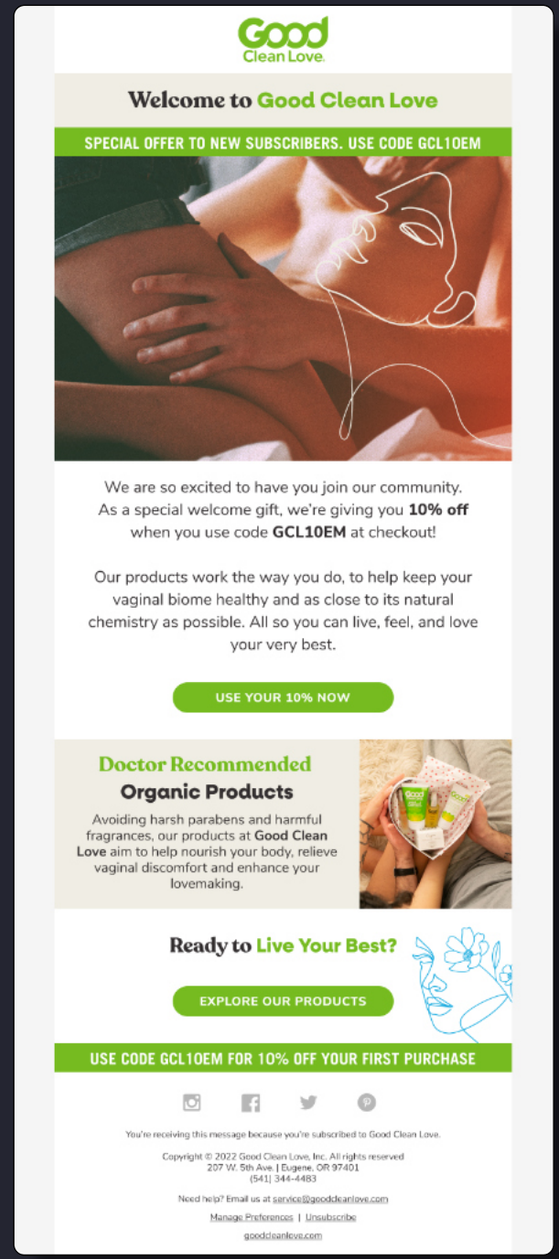
SOCIAL MEDIA

E-mail marketing campaigns for Aspekt Agency 2022

Client: Good Clean Love





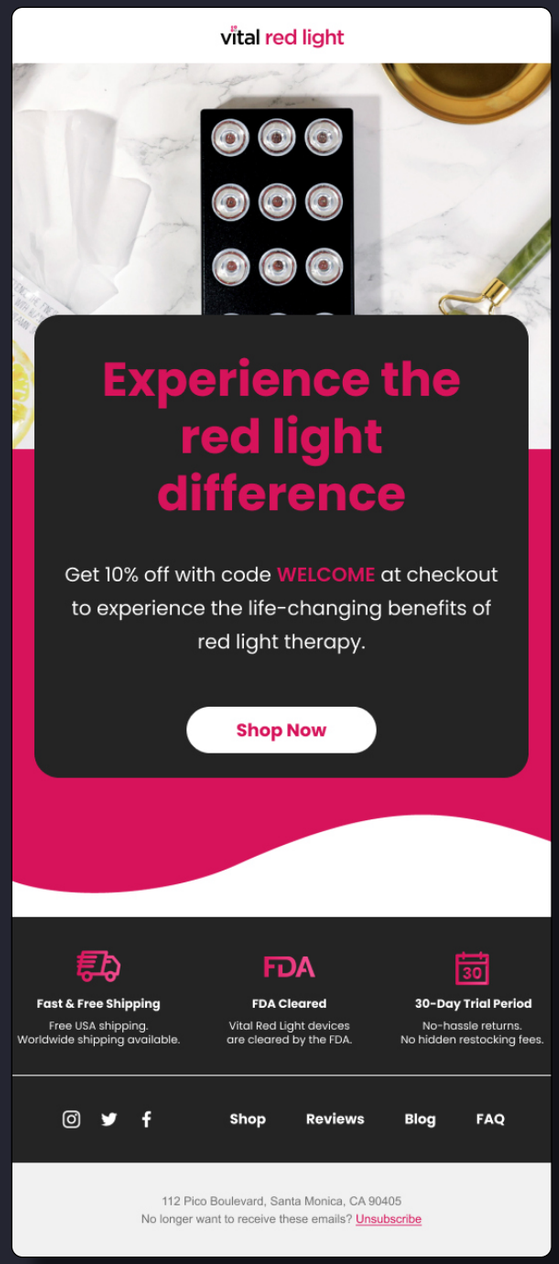


Figma / Canva

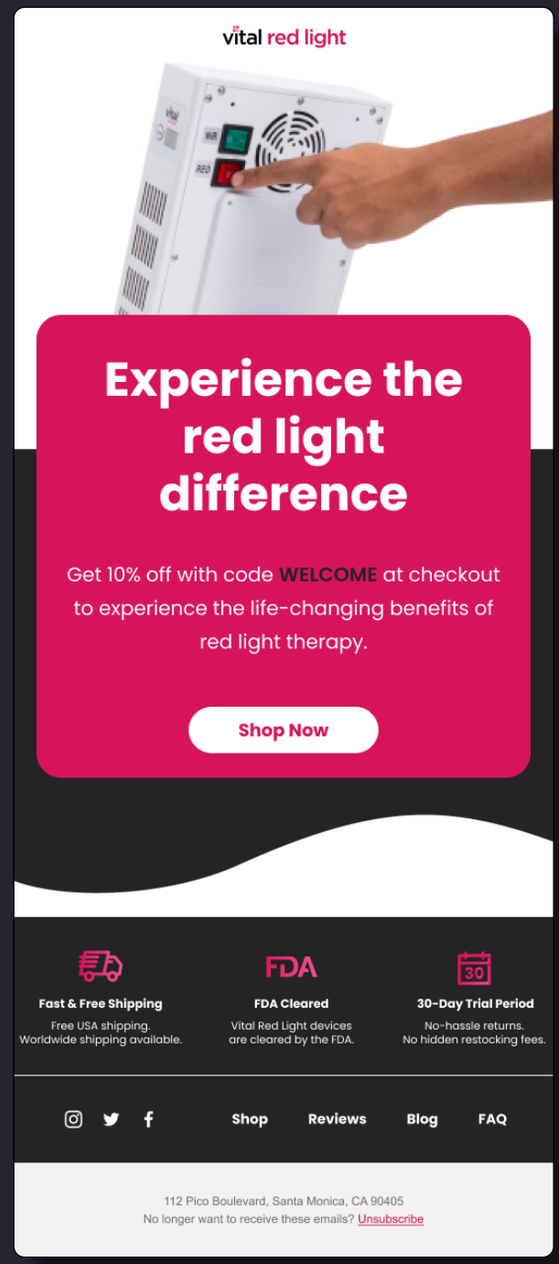
SOCIAL MEDIA

E-mail marketing campaigns for Aspekt Agency 2022

Client: Vital Red Light







SOCIAL MEDIA

Figma / Canva

E-mail marketing campaigns for Aspekt Agency 2022

Client: Short Term Sage

Shortterm Sage

Worried about an impending recession?

The solution to safeguarding your livelihood and short-term rental business is a lot closer than you think. Here are 3 secrets to recession-proof your business.

1. Take Medium And Longer Term Guests.



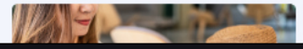
Consider accepting monthly and extended stays. It's better to keep your occupancy high and your income flowing regularly than to have your calendar go empty for days and weeks on end. Additionally, offer discounts on monthly bookings to encourage longer stays. It's always good to strive for customer retention.

3. Expand Your Reach.



Open your place up to traveling nurses, professional staff, and university students (if near a university). Look into corporate rentals. If you have a single-family home with multiple rooms and bathrooms, consider renting out each room to different guests

2. Diversify Your Distribution.



No matter how popular and well-established Airbnb is, there's a much bigger and rapidly growing online travel market out there. And you'll want to be on all the platforms that your channel manager supports.

Don't be afraid to spread out and expand your reach. Here's the deal – you want to have more inquiries than you do availability. Keep in mind that the more platforms you're on, the more potential guests will see your listing.

And the higher your visibility, the greater your chances of getting booked.

Listing your property on as many OTAs as possible can only do your business good. Just choose the ones suited to your desired market, business goals, and property type.

Interested in how we built & operate a $2M/ year short term rental business, operate properties throughout the USA remotely, and acquired 70+ properties without owning any in just 2 years?
Attend our free online masterclass to learn how you can do the same.

ATTEND THE MASTERCLASS



We Help You Reach Financial Freedom Through Airbnb Without Owning Property.

FOLLOW US

Can't see this email properly?
View on Web

We want to send you emails that matter.
Update Your Preferences | Unsubscribe

OUR PRIVACY POLICY | VISIT OUR BLOG | CONTACT US

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Shortterm Sage

Live the Vacation Rental Life

Leave your boring desk job behind and become your own boss.



You can plan a flexible schedule that fits your lifestyle and still have time for friends, family, and most importantly, yourself. Sounds like a dream come true right?

You've dabbled with this Airbnb side job for a while now but you're wondering when is the best time to jump headfirst into that, and leave your day job behind.

If your side hustle has grown faster and earned more than you expected, and is just WAITING to scale further, this post is for you. We'll help you decide whether it's time to leave the 9-to-5 grind and go all-in on Airbnb.

If you feel the same way, and think the full-time commitment to short-term renting would bring you better returns, you may be right. Here are the advantages that many Airbnb hosts like us have seen when we decided to go all-out on short-term renting.

1. Focus on Your Properties.
2. Free Time And Flexibility.
3. Being Your Own Boss.
4. The Potential To Hit It Big.
5. The Option To Use Your Own Airbnb.

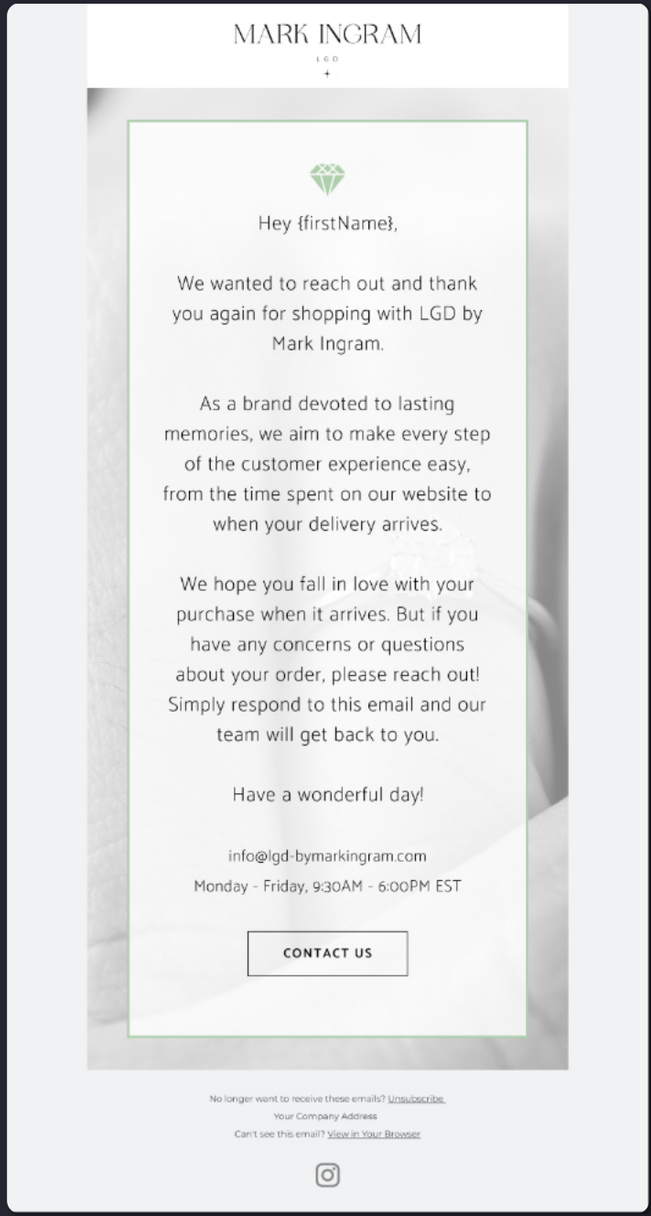
By now, you've probably mastered how to host an Airbnb. And you're likely asking yourself if you should go full-time already.

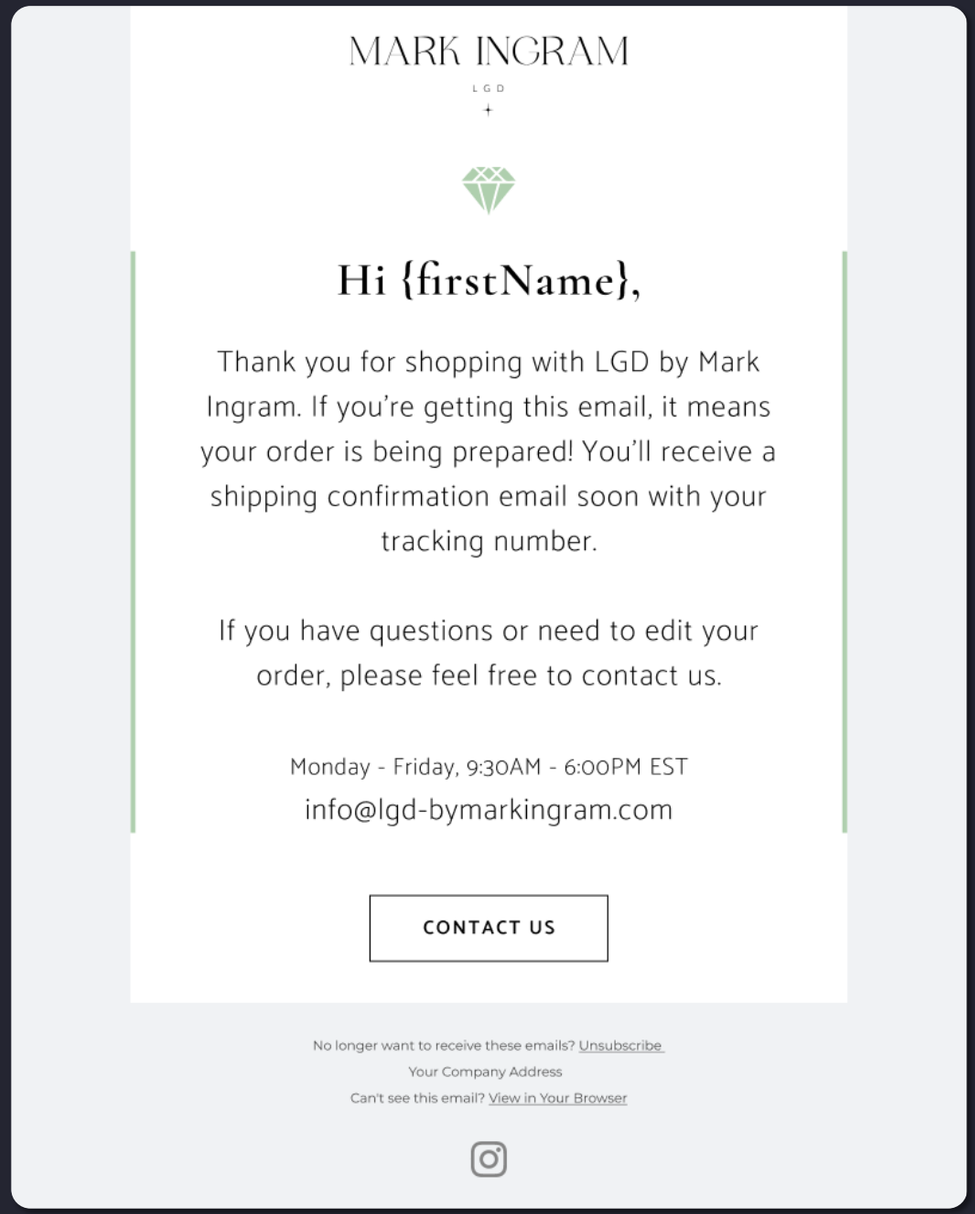
Figma / Canva

SOCIAL MEDIA

E-mail marketing campaigns for Aspekt Agency

Client: LGD Mark Ingram





SOCIAL MEDIA

Figma / Canva

E-mail marketing campaigns for Aspekt Agency

2022

Client: LGD Mark Ingram

Virtual Flyer Promo Campaign

2022

Client: Flocksy LLC

MARK INGRAM

LGD

We want to hear from you



Do you love your pieces from LGD by Mark Ingram? Let us know!
If you have time, help us out by writing a review for your recent purchase.

WRITE A REVIEW

No longer want to receive these emails? Unsubscribe

Your Company Address

Can't see this email? View in Your Browser

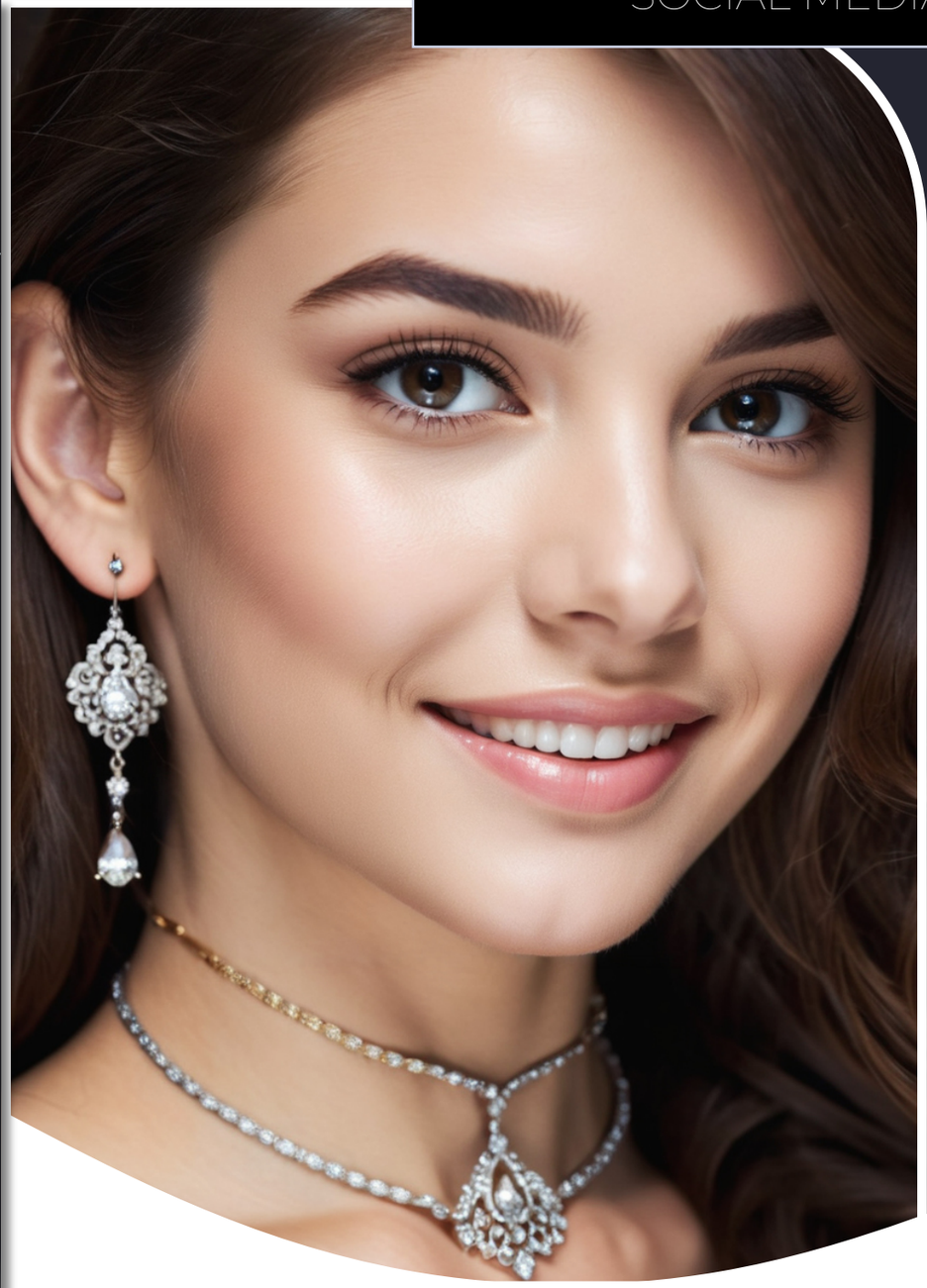


SDXL
Adobe Illustrator
Affinity Publisher

SOCIAL MEDIA

Caprice Fashion & Jewelry
Luxembourg
Social Media Statics & Carousels
Branding & Advertising

A series of Social Media statics and carousels using A.I. to assist in the creation of model and product photography





CAPRICE

Diamonds: Like Windows To Your Soul Campaign

SDXL
Adobe Illustrator
Affinity Publisher

SOCIAL MEDIA

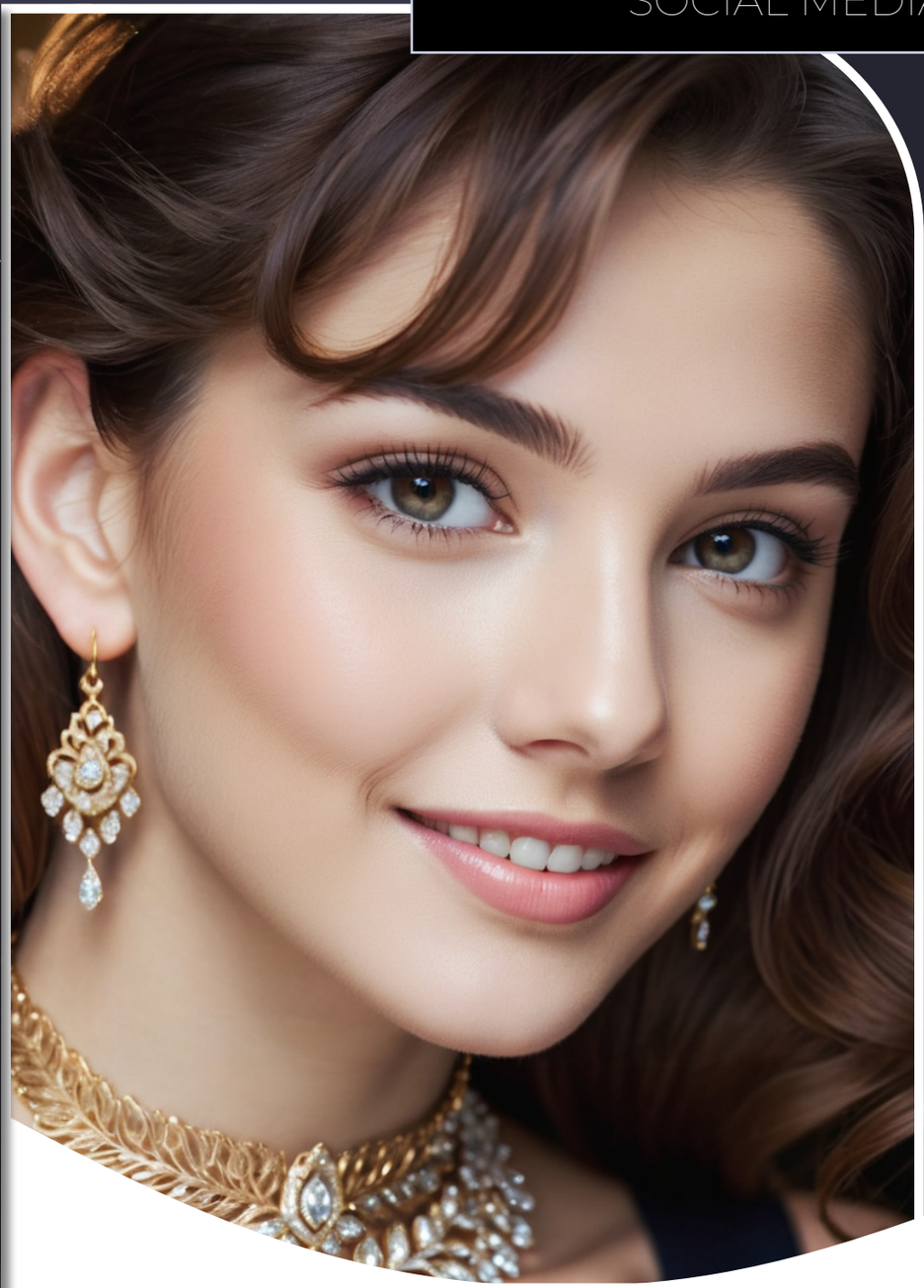
Caprice Fashion & Jewelry

Luxembourg

Social Media Statics & Carousels

Branding & Advertising

A series of Social Media statics and carousels using A.I. to assist in the creation of model and product photography





CAPRICE

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Adobe Illustrator
Affinity Publisher

SOCIAL MEDIA

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Luxembourg

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Luxembourg

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CAPRICE

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Affinity Publisher

SOCIAL MEDIA

Caprice Fashion & Jewelry
Luxembourg
Social Media Statics & Carousels
Branding & Advertising

A series of Social Media statics and carousels using A.I. to assist in the creation of model and product photohraphy





CAPRICE

Adobe Illustrator
Adobe Photoshop

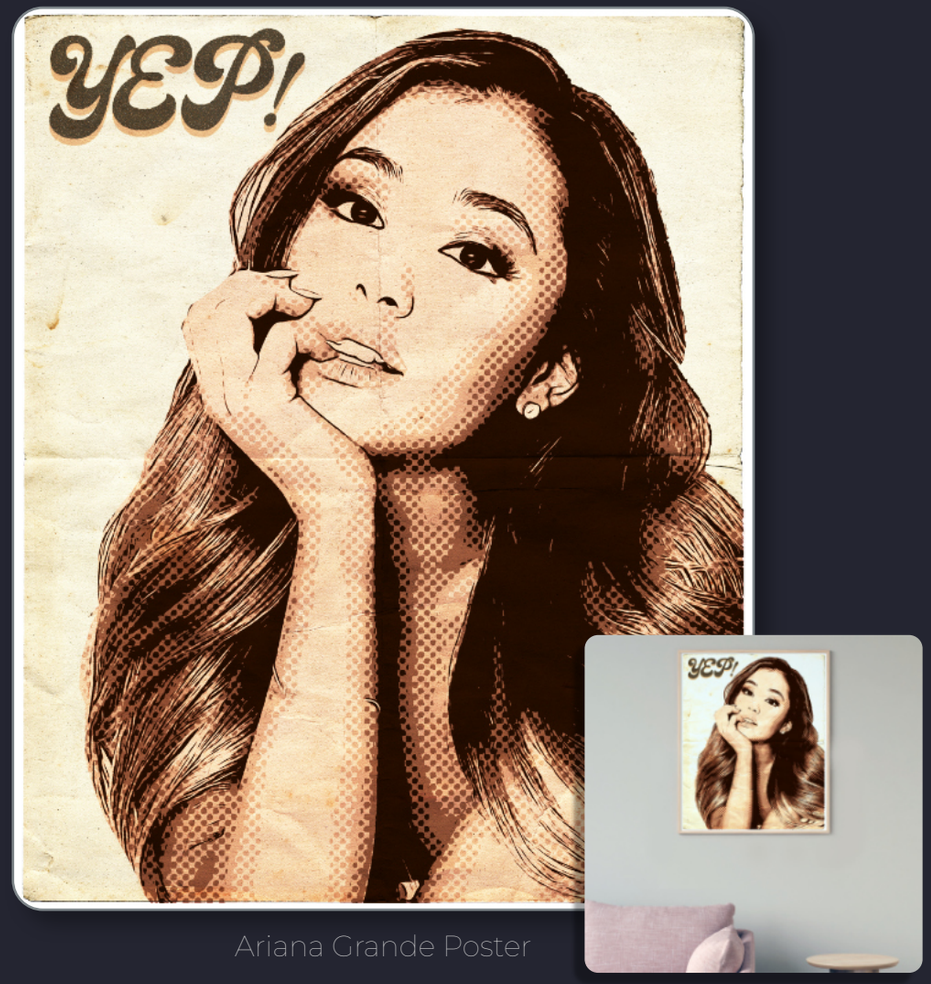
ILLUSTRATION

Illustration / Vector & Mix Media Works

2020 - 2023

These are all part of a series of skills improvement courses and exercises I undertook in the Skillshare.com platform.

They focus on the latest techniques of vector art production and photographic post-production for various printed media.



Ariana Grande Poster



Britney Spears Poster

ILLUSTRATION

Adobe Illustrator
Adobe Photoshop

Illustration / Vector &
Mix Media Works

2020 - 2023





ILLUSTRATION

Adobe Illustrator
Adobe Photoshop

Illustration / Vector &
Mix Media Works

2020 - 2023













Angels & Blessings Series

Mixed Media Artwork for a set of coasters made in Country Art Techniques.

ILLUSTRATION

Adobe Illustrator
Adobe Photoshop

Illustration / Vector & Mix Media Works

2020 - 2023








Tribal & Primal Series

Mixed Media Artwork for a set of coasters made in Country Art Techniques.

SDXL 0.9
Photoshop
Affinity Publisher

MIXED MEDIA

Social Media campaign for Whoopy Burgers

2024

Logotype, Full Branding Kit & Advertising

Whoopy is a recent fast-food restaurant start-up which was postponed due to the COVID-19 pandemic.

Due to open sometime during the first quarter of 2024, I have been exploring the possibility to use generative A.I. to create the burgers themselves as these social media ad prototypes show.







SDXL 0.9
Photoshop
Affinity Publisher

MIXED MEDIA

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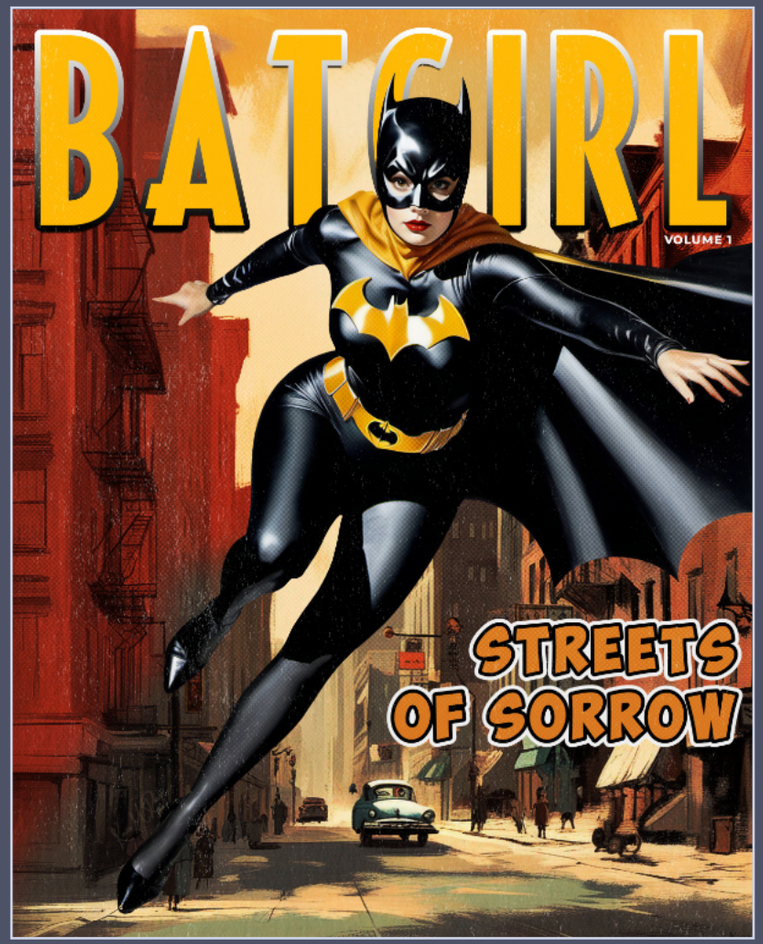




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Photoshop
Affinity Publisher

MIXED MEDIA

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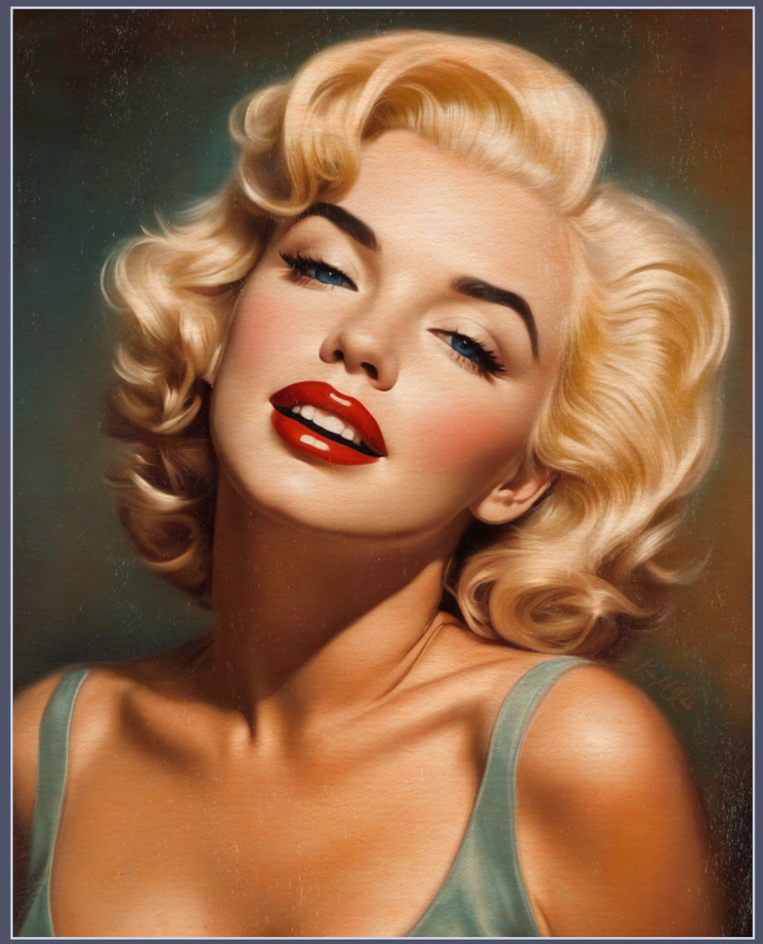


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Midjourney
Stable Diffusion XL

AI GENERATED ARTWORK

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Enchanted Forest
Faerie Houses Series

Midjourney
Stable Diffusion XL

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Angel & Faerie Wings
Props Series

Midjourney
Stable Diffusion XL

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Fantasy Baby Cribs & Props Series

“Little Angels Volume 2”

Midjourney
Stable Diffusion XL

AI GENERATED ARTWORK

Flowers & Plants Interior Decoration Props Series.

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Midjourney
Stable Diffusion XL

AI GENERATED ARTWORK

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Pinup Dolls Oil Painting Series
Polka Dots Vols 1 & 2.



Midjourney
Stable Diffusion XL

AI GENERATED ARTWORK

Classic 1940s Oil Painting
Portraits Series
Sailor Girls Edition

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Midjourney
Stable Diffusion XL

AI GENERATED ARTWORK

Classic 1940s Oil Painting
Imagine Series
Super Heroines Edition

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Batgirl



Ms. Marvel



Supergirl

Midjourney
Stable Diffusion XL

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Classic 1940s Oil Painting
Oh La la! Series
French Maid Portraits



Midjourney
Stable Diffusion XL

AI GENERATED ARTWORK

The content here reproduced is part of a Sci-Fi series about the diaries of an interstelar traveler in which he recounts his experiences traveling through space, the planets he visits and the life forms he encounters.

THE LONE WANDERER
Diary of an Interstelar Traveler
Book 2 : Hekate









I keep running into these disquieting yet mysteriously beautiful structures. It seems they have been abandoned for a long time. I wonder... Who made them?







ADDENDUM

Adobe Illustrator
Adobe Photoshop

A CORNUCOPIA OF LOGOS



























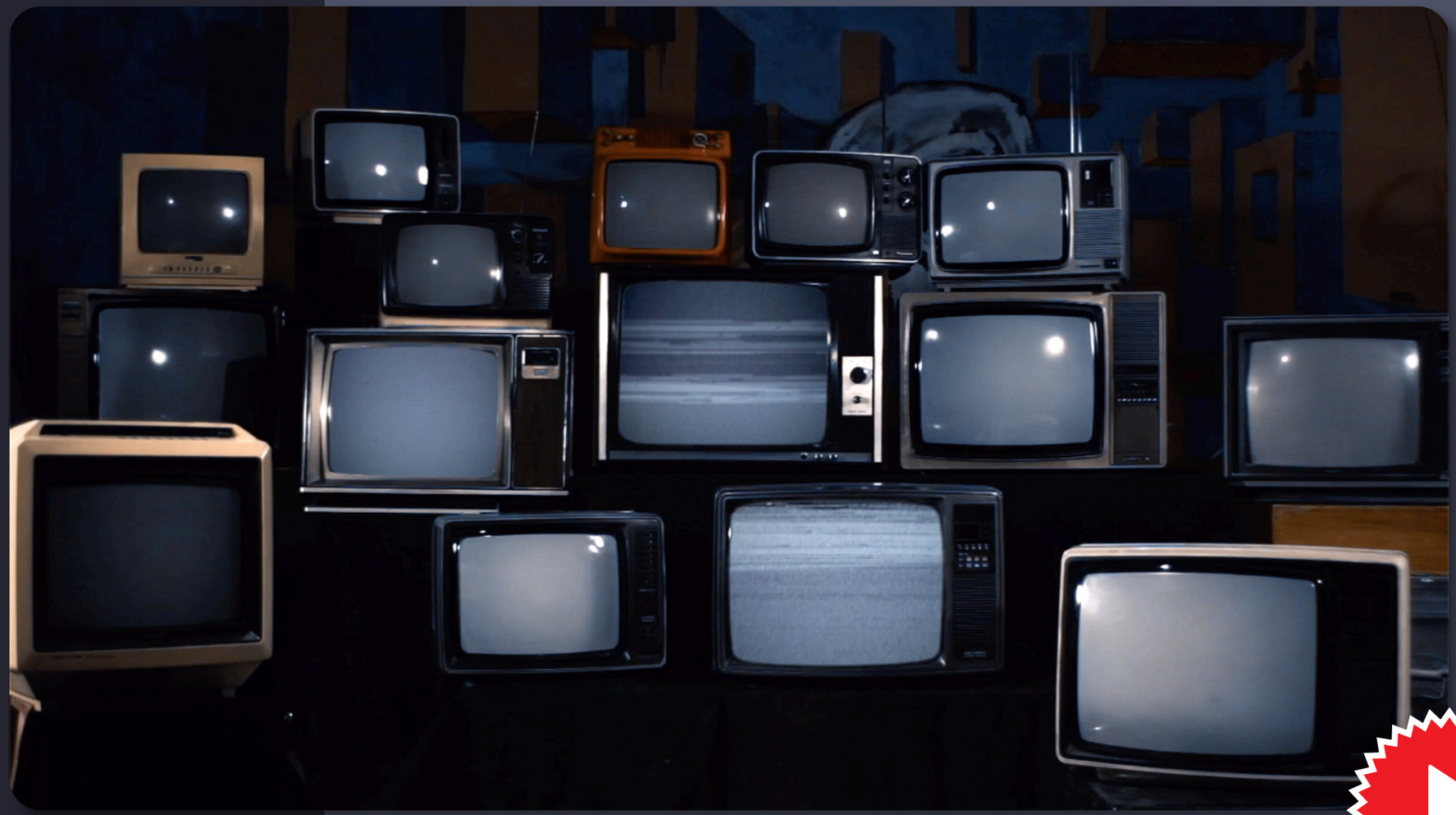








VIDEO EDITING



Watch on YouTube

Coctel Lounge · Into You
2018 - Music Video

EPILOGUE



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